

Demographic Profile



The planning process for Evansville begins with a profile of the people who live, work and own property in the City. Specifically, this section analyzes the size, composition and trends of the population. This information is critical to forecasting the need for community facilities and services, since it is people who will demand better schools, roads, parks, jobs and other public services.

POPULATION TRENDS & PROJECTIONS

The City has experienced dramatic population gains over the last two decades as shown in Table 1. In fact, Evansville is the fastest growing community in Rock County. A comparison of growth in adjacent communities is provided for reference. What is especially significant from the table is the fact that the City's share of the total county population is steadily increasing.

TABLE 1 HISTORIC POPULATION TRENDS					
Location	1980	1990	2000	Actual Chg 1980-2000	% Change 1980-2000
City of Evansville	2,835	3,174	4,039	1,204	42.5%
Town of Center	908	861	1,005	97	10.7%
Town of Magnolia	746	717	854	108	14.4%
Town of Porter	940	953	925	-15	-1.6%
Town of Union	1,329	1,537	1,860	531	40.0%
Evansville Share of Rock County Population	2.0%	2.3%	2.7%	NA	NA
Rock County	139,420	139,510	152,307	12,887	9.2%
Dane County	323,545	367,085	426,526	102,981	31.8%

Source: WI Dept. Administration, Demographic Service Center and 2000 U.S. Census

Table 2 projects the population of Evansville through 2025. Comparisons to surrounding communities are provided for additional understanding of regional growth.

TABLE 2 POPULATION PROJECTIONS 2005 – 2025						
Year	2005	2010	2015	2020	2025	Percent Change 2005-2025
City of Evansville	4,368	4,692	5,021	5,346	5,672	30.0%
Town of Center	1,054	1,101	1,150	1,198	1,247	18.3%
Town of Magnolia	886	918	951	982	1,015	14.6%
Town of Porter	934	942	951	960	969	3.7%
Town of Union	2,006	2,149	2,295	2,439	2,584	28.8%
Rock County	156,691	160,911	165,354	169,648	174,018	11.1%
Evansville Share of Rock County population	2.85%	3.04%	3.22%	3.39%	3.50%	.65%
Rock County	156,691	160,911	165,354	169,648	174,018	11.1%
Dane County	455,927	480,573	503,017	527,534	554,848	21.7%

SOURCE: Wisconsin Department of Administration Demographic Service Center, November 2003.

Based on the information provided in Table 2, the City population is expected to steadily increase over the next 20 years. The figures also show a corresponding increase in the City's share of the total county population. It should be noted that the City believes the projections prepared by the DOA are very low.

In 1993, the DOA released projections for the City based on data from the 1990 census. Those figures were dramatically low, to the point where projections for 2015 were actually exceeded by the 2000 population.

The City believes the newly released DOA projections continue to underestimate growth in the City. According to census data, the City's population grew 27% from January 1, 1990, to January 1, 2000. According to the DOA, the City's estimated population as of January 1, 2004, was 4,409, which is more than the DOA projected the City's population would be as of January 1, 2005, as shown in Table 2. The City expects the DOA's estimate of the City's population as of January 1, 2005, will exceed 4,500, which would be an increase of approximately 12% over the January 1, 2000, census population. It appears strong demand for additional housing by families with members who work in nearby Madison and Dane County is sustaining a population growth rate similar to the 27% growth rate the City experienced during the 1990s. If the City's population grows 12% every five years, the City's population will be 4,524 as of January 1, 2005; 5,067 as of January 1, 2010; 5,675 as of January 1, 2015 (which is more than the DOA's projection as January 1, 2025, as shown in Table 2), 6,355 as of January 1, 2020; and 7,118 as of January 1, 2025.

Given new construction trends and the increase in number of young families in the community, the decisions in this plan are based on a higher level of population growth. Additional information is provided in the Housing and Land Use Chapters.

POPULATION DENSITY

More than 4,000 residents live in the City of Evansville which covers approximately 1/3 of a square mile. As people continue to move into the City, additional areas will be annexed to accommodate growth. It is anticipated that new residential development will include a mix of

single-family homes and multiple family housing choices that respect the historic, small town feel of the community. The City will seek to closely maintain its population density to ensure that development is compact enough to allow residents the opportunity to comfortably walk to local shopping, parks, schools, the library and other destination points.

POPULATION CHARACTERISTICS

Population figures and projections do not provide any insight about the characteristics of the people. To learn more about residents, information about the race, sex, and age of the population must be examined.

In 2000, there were 1,930 men and 2,109 women living in the City of Evansville. Nearly 100% of the residents reported their race as white in 2000 U.S. Census.

The median age of a City of Evansville resident in 2000 was 34.1. This average is lower than the Rock County median age (35.9) and the State of Wisconsin median age (36.0). Table 3 tracks the population of City residents, by age, over the last 20 years.

TABLE 3 CITY OF EVANSVILLE POPULATION BREAKDOWN BY AGE GROUP				
	1990		2000	
	Number	Percent of Total Population	Number	Percent of Total Population
Under 5	227	7.2%	327	8.1%
5 to 14	497	15.7%	667	16.5%
15 to 19	197	6.2%	269	6.7%
20 to 64	1,703	53.7%	2,229	55.1%
65 and Over	550	17.3%	547	13.5%
All Ages	3,174	100%	4,039	100%

SOURCE: 1980, 1990 and 2000 U.S. Census

Several interesting trends in Table 3 may have an impact on the future of Evansville. Of course, since the population has grown significantly since 1990, all age segments saw an increase in total population. However, the increase was not evenly distributed. The data reveals:

- The number of children has been steadily increasing. To accommodate this growth, the school district built a new high school facility in 2002.
- Inversely, the percentage of residents over the age of 65 decreased between 1990 and 2000.
- The greatest percent increase of residents was between the ages of 20 to 64. It is necessary to look more closely at the breakdown within this large age group.
 - o Census data reveals that the largest portion of this age group is between the ages of 35 to 44 (18.2% of the total City population in 2000). Most individuals in this category are nearing the end of their childbearing years. By far, most individuals in this age group are living in families (as opposed to alone or in group homes).
 - o Nearly as large is the population between the ages of 25 and 34 (15.5% of the total City population in 2000). People in this age group are of childbearing age and include many young families looking for affordable housing choices.

GENERAL HOUSEHOLD TRENDS

National and state trends have all moved towards an increase in the number of households, along with a decrease in the average number of persons per household. Evansville seems to have escaped this trend as is demonstrated in Table 4. The same cannot be said for Rock County. The main reasons for the decrease in household size include:

- A decrease in birth rate
- People waiting longer to get married
- An increased divorce rate, and
- An increase in the average life span thereby resulting in more elderly people living either alone or with another family member.

WHAT IS A HOUSEHOLD?

A “household” can be described as *a group of people living together in a single dwelling unit*. This could include a family, a single person, or a group of unrelated individuals sharing a house or an apartment, but excluding those persons living in group quarters (i.e. nursing homes, halfway houses, etc.).

Rental households have an even smaller household size compared to owner-occupied units. In 2000, the average household size for owner-occupied units in Evansville was 2.72. The rental household size was only 2.07.

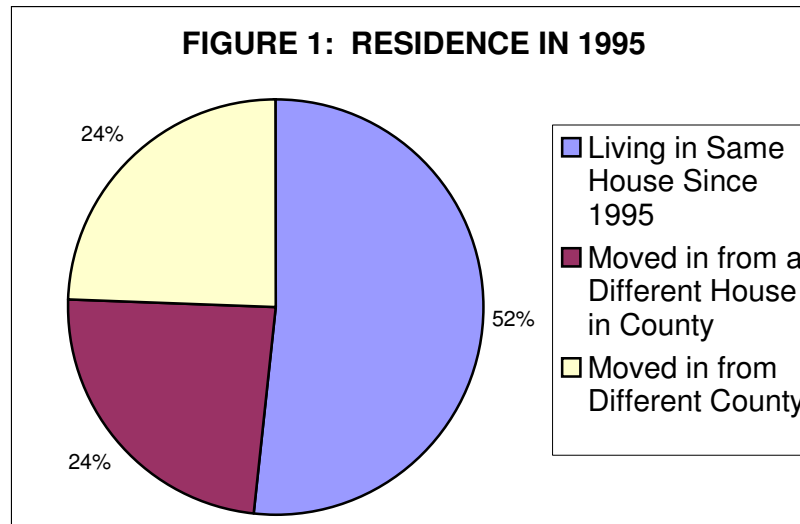
TABLE 4 HOUSEHOLD TRENDS							
Year	1990	2000	2005	2010	2015	2020	2025
City of Evansville							
Total Households	1,250	1,563	1,712	1,864	2,017	2,170	2,320
Population Per Household	2.71	2.72	2.55	2.52	2.49	2.46	2.44
Rock County							
Total Households	52,252	58,617	61,101	63,590	66,133	68,556	70,877
Population Per Household	2.74	2.64	2.56	2.53	2.50	2.47	2.46
Dane County							
Total Households	142,786	173,484	187,768	200,334	211,077	222,178	233,110
Population Per Household	2.57	2.46	2.43	2.39	2.38	2.37	2.38

SOURCE: 1970, 1980, 1990 and 2000 U.S. Census and WDOA.

According to the 2000 U.S. Census, there were 1,563 households in Evansville. The vast majority of these (66.9%) are family households (families). Of these, more than half are married-couple family households (52.1%), more than a quarter of which (27.6%) have children under age 18. Female-headed households represented 10.9% of the population. Non-family households represented 33.1% of all households in Evansville in 2000. Of these non-family households, 11.5% were householders age 65 and over.

WHERE ARE RESIDENTS COMING FROM?

Given the central location of the City of Evansville, people are moving to the area from Janesville, Beloit, and Madison. New residents are discovering the advantages of small town living with easy access to the shopping, entertainment and employment choices available in these larger nearby cities. The City is particularly attractive families looking for a quiet community in which to raise children, and dual income families who commute to different cities. Figure 1 describes residency patterns since 1995. Only slightly more than half of Evansville’s residents have lived in the same house since 1995, while the other half moved from within the county or from neighboring counties (mostly Dane County).



SOURCE: 2000 U.S. Census

Economic Profile

Economic conditions have a direct impact on the supply, demand and price for housing, and the infrastructure and services within a community. Therefore, it is necessary to examine the economic situation to predict additional housing, infrastructure and service needs. This section profiles Evansville's economic environment by examining factors, including per capita income, poverty rate and unemployment rate. Additional economic information is provided in the Economic Development Element of this plan.

To understand and appreciate the local economic picture, it is necessary to look beyond the City and examine characteristics in surrounding communities and beyond. These comparisons provide much more information about the local economic situation than would a simple look at conditions only in the City.

LABOR FORCE

In Rock County, unemployment trends have followed state and national trends. While the rates were fairly low in the early 1990s (less than 4%), during the late- 1990s, the unemployment rate increased significantly (over 6%).

Unfortunately, annual employment data is limited to county and metropolitan statistical areas. Unless communities conduct independent employment studies, individual community data is only released every 10 years in the census. Evansville has no such data available.

*The **labor force** is the sum of employed and unemployed persons who are 16 years of age and older, who are willing and actively seeking work. Institutionalized populations are not included in the labor force.*

Table 5 provides a comparison of the labor force in Evansville to neighboring communities and the county. This snapshot was taken just before the recession started¹. As a result, it is believed

¹ Recession reference based on general media reports. Specific reference can also be attributed to Paul Solman, Dean of Columbia University Business School and former chairman of the President's Council of

these figures are much higher today, as indicated by the current (2003) Rock County unemployment rate of 7.0 percent.

TABLE 5		
2000 LABOR FORCE COMPARISON		
	City of Evansville	Rock County
Labor Force	2,147	80,895
Employed	2,005	76,336
Unemployed	142	4,545
Percent of County Labor Force	2.7%	NA
Unemployment Rate	4.7	3.9

SOURCE: 2000 U.S. Census

As the U.S. economy continues to struggle, after what has been the longest period of sustained economic growth in modern history, the unemployment rate will likely continue to increase.

In the Southwest Region (Grant, Green, Iowa, Lafayette, Richland, and Rock counties), Rock County is the dominant county accounting for 52 percent of the region's population, 52 percent of the region's labor force, and 56 percent of the nonfarm jobs. Rock County has a strong employment base in durable goods manufacturing. It is estimated that close to one in every ten employees working in Rock County is involved in the production of automobiles, either in assembly or in the production of raw materials for assembly. The region is expected to retain its regional dominance through 2025 (Wisconsin Dept. of Workforce Development, 2003).

COMMUTING PATTERNS

City workers are very mobile. Residents take advantage of Evansville's highway access to commute to nearby employment centers, particularly Beloit, Madison and Janesville.

NEARLY HALF OF EVANSVILLE HOUSEHOLDS HAVE A MEMBER WHO COMMUTES TO MADISON

According to the community survey results:

- 33% have members who work in Evansville.
- 45% commute to Madison.
- 13% commute to Janesville.
- 10% work elsewhere in Dane County.
- 4% work elsewhere in Rock County.
- 24% are retired.
- 9% do not work outside the home.
- 9% answered other.

Table 6 provides a more detailed breakdown of commuting patterns in Rock County. Specific information from City residents is not available, but it is believed that City resident commuting habits reflect the countywide patterns presented in Table 6. This seems particularly likely given resident access to STH 14, STH 59, and STH 213.

From the table it is obvious that more people travel out of the county to work than into the county. By far, most outbound commuters are headed to Dane County. Significant numbers also travel to Illinois.

Economic Advisers. Reports by the Council of Economic Advisers indicate economic slowdown began in the middle of 2000, which moved into a recession in 2001. Since 2003 the U.S. economy has been in a period of post-recession recovery.

TABLE 6 ROCK COUNTY COMMUTING PATTERNS			
County	# Of People Who Commute <u>Into</u> Rock County From Other (specified) Counties	# Of People who Commute <u>From</u> Rock County into Other (specified) Counties	Net Commute
Dane County	2,020	5,021	-3,001
Winnebago County, IL	3,158	4,871	-1,713
Walworth County	1,284	2,383	-1,099
Jefferson County	734	1,262	-528
Elsewhere	2,910	3,250	-340
Total	10,106	16,787	-6,681
Live and Work in Rock County	58,246		

SOURCE: WIDWD, Local Workforce Planning Section, Census 2000 Worker Flow Files, Released March 2003.

MAJOR CITY EMPLOYERS

The City of Evansville has a mix of businesses in the community. Most of the major employers (based on number of employees) are in the health care, manufacturing and education industries. A list of some major local employers is provided below.

- Baker Manufacturing
- Bank of Evansville
- City of Evansville
- Evansville School District
- Evansville Manor
- Harvard Corporation
- Metal Culverts, Inc.
- M&I Bank
- Nelson-Young Lumber Company
- Kopecky's Piggly Wiggly
- Stoughton Trailers
- Union Bank and Trust
- VP Buildings

Information about other businesses is provided in the Economic Development Element Chapter of this plan, as well as the business directory available on-line at www.ci.evansville.wi.gov.

INCOME & WAGES

There are many different breakdowns of income:

- **Per capita income** is total income divided by the total number of residents, including children and other groups of individuals who do not actually earn income.
- **Median household income** is the middle point of household income reported in a community (households include families, married couple households and individual households).
- **Median family income** is the middle income reported by families in the 2000 U.S. Census. (An important distinction between median family income and the Wisconsin Department of Revenue **adjusted gross income** data is that the latter does not include social security and other types of transfer payments.)

Table 7 provides a comparison between Evansville and surrounding communities related to income. The City of Evansville lags slightly behind the County's per capita and median household income figure. However, the City's median family income is much higher than the County and State figures.

MEDIAN INCOME vs. AVERAGE INCOME

The U.S. Census Bureau data related to income is reported as a "median" figure. This represents the middle point of all incomes reported. It is not the same as an "average" income. For example, if 4 people reported their income at \$30,000 and 1 person reported their income at \$100,000, the median income for these 5 people would be \$30,000. In the same scenario, the average income would be \$44,000, which does not accurately depict where the majority (i.e. 4 people vs. only 1) reported their income.

The U.S. Census does not provide an average income figure. Moreover, it is not possible to calculate an average without access to every individual census form from Evansville where an income was reported. The U.S. Census Bureau privacy policies prohibit this level of access. It is anticipated that Evansville's average income figures would be higher than the median income.

TABLE 7 INCOME COMPARISON				
	2000 Per Capita Income	2000 Median Household Income	2000 Median Family Income	2000 Adjusted Gross Income
Wisconsin	\$21,271	\$43,791	\$52,911	\$40,570
Dane County	\$24,985	\$49,233	\$62,964	\$47,716
Rock County	\$20,895	\$45,517	\$53,380	\$37,887
Evansville	\$20,755	\$44,229	\$58,451	\$37,202

SOURCE: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, 2000 U.S. Census, and Wisconsin Department of Revenue.

To continue increase local incomes, the City must provide environments and market itself for industrial and commercial development. Effective local investment in economic development (i.e. industrial parks, TIF districts, etc.) can bring quality job opportunities to the City. The Economic Development Element defines the City's economic agenda by defining specific strategies for development.

Wage statistics are provided in the series of tables below from the 2003 Greater Rock County Wage Survey. This information is based on a 2003 survey of 232 companies (22% of which responded). As a point of information, General Motors did not participate in this wage information.

TABLE 8A AVERAGE WAGE RATES (HOURLY RATES)					
			Avg. Wage Range (hourly)		
<i>Position Description</i>	# of Employees	Avg. Hrly Wage	Avg. Min.	Avg. Midpt.	Avg. Max
Management, Professional & Related Occupations					
Accountants & Auditors	50	\$23.41	\$18.29	\$22.94	\$29.66
Advertising & Promotions Manager	9	\$26.51	\$26.13	\$27.17	\$41.66
All other teachers, including adult	185	\$36.02	\$21.48	\$31.48	\$41.30
Chemical Engineer	2	\$34.00	-	-	-
Chemical Technicians	2	\$33.00	-	-	-
Chief Executive Officer	20	\$58.08	\$43.45	\$45.47	\$65.32
Commercial & Industrial Designers	3	\$22.57	\$14.42	\$14.42	\$14.42
Community & Social Service Occupations	7	\$14.00	\$10.50	\$17.00	\$23.50
Computer Support Specialists	29	\$22.77	\$17.77	\$19.65	\$22.14
Database Administrators	14	\$23.52	\$21.28	\$23.46	\$30.21
Drafters, all other	7	\$19.11	\$15.50	\$20.00	\$25.00
Education administrators; all	34	\$32.94	\$26.59	\$35.14	\$44.63
Elect. Engineers, except computer	4	\$32.94	\$26.59	\$35.14	\$44.63
Engineers, all other	71	\$27.63	\$19.85	\$26.11	\$35.87
Engineering Manager	7	\$27.63	\$19.85	\$26.11	\$35.87
General Operations Manager	64	\$41.89	\$34.17	\$36.36	\$47.44
Graphic Designers	34	\$15.31	\$11.62	\$16.40	\$20.22
Health Care Practitioners & Technical Occupations	3	\$25.22	\$20.00	\$27.50	\$35.00
Health Educators	11	\$33.25	\$24.33	\$31.12	\$37.89
Human Resources Managers	29	\$25.78	\$21.65	\$24.51	\$31.58
Industrial Production Managers	13	\$31.14	\$19.10	\$21.48	\$31.88
LP & Licensed Vocational Nurses	61	\$23.65	\$14.43	\$16.45	\$17.43
Lawyers	7	\$37.57	\$30.28	\$35.50	\$40.53
Legal Support Workers	-	-	-	-	-
Loan Officers	12	\$15.46	\$13.79	\$15.28	\$16.60
Managers, all other	209	\$20.19	\$16.54	\$20.03	\$32.06
Marketing Managers	13	\$36.99	\$26.22	\$27.16	\$41.92
Mechanical Drafters	11	\$14.15	\$13.48	\$13.00	\$15.30
Mechanical Engineers	31	\$25.55	\$19.72	\$21.92	\$26.24
Medical & Health Service Mgr.	7	\$27.96	\$22.40	\$25.33	\$28.05
Media & Communication Workers	52	\$16.50	\$12.85	-	\$26.14
Medical Records & Information	53	\$12.11	\$10.45	\$10.30	\$14.87
Plant & Systems Operations Manager, all other	10	\$27.07	\$24.46	\$28.82	\$33.18
Purchasing Managers	12	\$31.91	\$23.58	\$29.49	\$35.67
Registered Nurses	-	\$23.00	\$26.59	\$13.83	\$17.74
Social Workers, all other	10	\$4.30	\$13.16	\$10.68	\$11.86
Transportation, Storage & Distribution Manager	-	\$9.14	\$18.36	\$14.54	\$26.73
Wholesale & Retail Buyers	-	\$11.50	-	\$13.83	\$17.74
Other (unable to classify)	100	\$15.58	\$11.78	\$15.81	\$22.36

Source: 2003 Greater Rock County Labor Survey

TABLE 8B AVERAGE WAGE RATES (HOURLY RATES)					
			Avg. Wage Range (hourly)		
<i>Position Description</i>	# of Employees	Avg. Hrly Wage	Avg. Min.	Avg. Midpt.	Avg. Max
Sales & Office Occupations					
Bookkeeping & Accounting	140	\$15.21	\$13.06	\$13.24	\$17.40
Cashiers	67	\$9.72	\$9.00	\$9.66	\$12.24
Data Entry Keyers	14	\$11.55	\$9.17	\$11.20	\$15.37
Exec. Secretaries & Admin. Assist.	129	\$16.56	\$12.46	\$14.15	\$17.30
Office Clerks, general	129	\$13.10	\$9.75	\$11.10	\$13.60
Police, Fire, Ambulance Dispatcher	33	\$15.76	\$14.21	\$16.19	\$17.46
Production, Planning & Expediting Clerks	33	\$15.07	\$12.76	\$14.28	\$20.00
Receptionists & Info. Clerks	260	\$10.70	\$9.14	\$10.83	\$13.30
Retail Salespersons	4	\$10.00	\$10.00	\$10.00	\$10.00
Sales Reps. (all industries)	101	\$25.82	\$18.45	\$22.74	\$36.80
Shipping, Rec. & Traffic Clerks	147	\$14.73	\$9.88	\$11.76	\$14.72
Stock Clerks & Order Fillers	40	\$12.27	\$9.09	\$9.84	\$11.71

Source: 2003 Greater Rock County Labor Survey

TABLE 8C AVERAGE WAGE RATES (HOURLY RATES)					
			Avg. Wage Range (hourly)		
<i>Position Description</i>	# of Employees	Avg. Hrly Wage	Avg. Min.	Avg. Midpt.	Avg. Max
Service Occupations					
Chefs & Head Cooks	28	\$16.72	\$11.64	\$10.92	\$11.70
Child Care Workers	67	\$7.93	\$6.98	\$8.93	\$10.88
Dental Assistants	-	-	-	-	-
Janitors & Cleaners, except maids	152	\$12.92	\$9.80	\$10.93	\$12.19
Landscaping Workers	11	\$12.21	\$9.10	-	\$13.34
Nursing Aides, Orderlies, etc.	280	\$11.68	\$9.87	\$12.33	\$13.51

Source: 2003 Greater Rock County Labor Survey

TABLE 8D AVERAGE WAGE RATES (HOURLY RATES)					
			Avg. Wage Range (hourly)		
<i>Position Description</i>	# of Employees	Avg. Hrly Wage	Avg. Min.	Avg. Midpt.	Avg. Max
Natural Resource, Construction & Maintenance Occupations					
Auto Service Tech. & Mechanics	13	\$15.61	\$16.87	\$17.64	\$18.26
Carpenters	17	\$17.61	\$13.63	\$15.33	\$17.40
Construction Laborers	12	\$18.00	-	-	-
Electrical & Electrical Equipment	11	\$20.03	\$15.00	-	-
HVAC & Refrigeration	16	\$24.27	\$17.33	\$19.29	\$19.94
Industrial Machinery Mechanics	122	\$20.55	\$13.47	\$14.77	\$19.23
Maintenance Workers, Machinery	127	\$18.49	\$13.63	\$15.08	\$18.47

Source: 2003 Greater Rock County Labor Survey

TABLE 8E AVERAGE WAGE RATES (HOURLY RATES)					
			Avg. Wage Range (hourly)		
Position Description	# of Employees	Avg. Hrly Wage	Avg. Min.	Avg. Midpt.	Avg. Max
Production, Transportation & Materials Moving Occupations					
Machine Operators, Setters & Tenders; coating, spraying, Painting	238	\$13.84	\$11.24	\$13.12	\$16.43
Canning Machine Operators	69	\$26.59	\$13.83	\$17.74	\$20.51
Cutters & Trimmers, hand	22	\$13.16	\$10.68	\$11.86	\$18.00
CNC Tool Ops.; Metal & Plastic	64	\$18.36	\$14.54	\$26.73	\$19.23
Fermentation Operator	23	\$40.00	\$13.83	\$17.74	\$20.51
First-line sup./mgr. of production & operators	98	\$21.91	\$16.16	\$19.07	\$22.39
First-line sup./mgr. of trans. & material-moving machine & vehicle operators	12	\$22.45	\$16.16	\$19.28	\$20.97
Gas Plant Operators	5	\$17.57	\$17.37	\$17.87	\$18.36
General Production, Engraving	2	\$10.94	\$9.92	\$11.67	\$13.42
Grinders & Polishing Workers (hand)	28	\$16.56	\$12.41	\$14.50	\$17.96
Industrial Truck & Tractor Operators	64	\$18.03	\$11.91	\$13.56	\$14.85
Inspectors, Testers, Sorters, Samplers & Weighers	33	\$13.25	\$10.51	\$12.27	\$13.95
Laborers & Freight, Stock & Material Movers (hand)	59	\$17.26	\$12.50	\$12.42	\$14.86
Machinists	54	\$18.23	\$12.71	\$15.63	\$22.72
Machine Operator, Extruder	85	\$14.42	\$14.40	\$16.25	\$18.11
Machine Operators, Setters & Tenders; crush, grind or polish	14	\$16.33	\$11.19	\$13.17	\$15.15
Machine Operators, Setters & Tenders; cut, punch or press	79	\$13.34	\$11.61	\$11.89	\$15.64
Machine Operators, Setters & Tenders; drilling or boring	2	\$17.91	-	-	-
Machine Set-up, Print Pad	7	\$15.00	\$16.87	-	\$16.87
Multiple Machine Tool Setters, Operators & Tenders, Plastic & Metal	12	\$18.70	\$12.00	\$14.28	\$17.50
Packers & Packagers (hand)	72	\$12.22	\$10.87	\$8.96	\$13.44
Plant Laborers	524	\$17.08	\$12.40	\$13.88	\$14.87
Printing Machine Operators	48	\$13.65	\$12.01	\$14.47	\$14.15
Team Assemblers	80	\$17.99	\$10.55	-	\$25.99
Tool & Die Makers	13	\$19.00	\$15.02	\$16.42	\$19.43
Truck Drivers, Heavy & Tractor Trailer	77	\$17.74	\$12.30	\$14.24	\$16.44
Welders, Cutters, Solderers & Brazers	139	\$14.86	\$14.21	\$15.48	\$17.55
Welding, Soldering & Brazing	19	\$16.37	\$13.96	\$15.01	\$18.90

Source: 2003 Greater Rock County Labor Survey

POVERTY STATUS

5.1 percent of Evansville's population was living below the poverty level in 1989, which was significantly lower than the percentage of all Rock County residents at that time (9.9%). By 2000, the incidence of poverty had decreased significantly in Evansville. In 2000, only 4.1 percent of City residents were living below the poverty level, compared to 7.3 percent (a reduction of 2.6 percent since 1990) of all Rock County residents.

Evansville poverty level statistics from the 2000 U.S. Census are available for different household types, as described below:

- 2.6% of all families (27) reported living below the poverty level.
- 4.5% of all families (26) with children under the age of 18.
- 9.4% of all families (24) with children under 5 years of age.
- 4.4 % of female-headed households with no husband present (7) were below the poverty level in 2000.
- 5.6% of all persons over the age of 65 (27) were living below the poverty.
- 3.7% of all related children (41) under the age of 18 were living below the poverty level.

In total, 159 individuals reported living below the poverty level in 2000. For a family in Evansville, the average poverty threshold was \$17,535 in 2000. For individuals, the average poverty threshold in Evansville was \$6,230 in 2000.

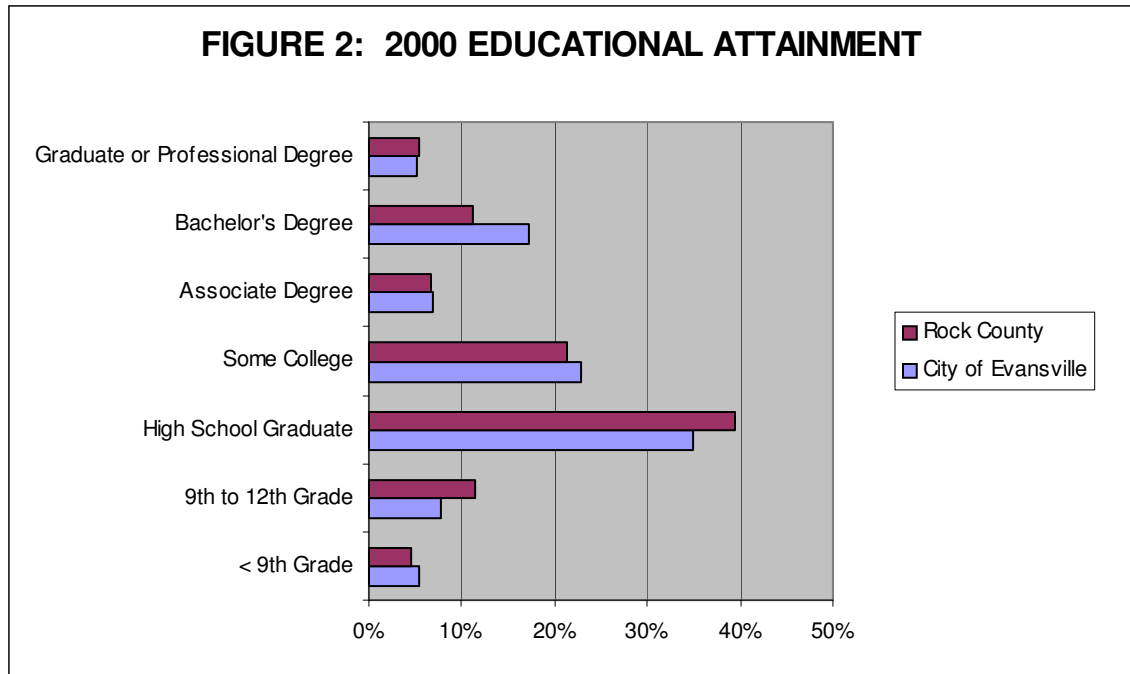
The decrease in poverty in the City between 1990 and 2000 and the fact that the City rates are consistently lower than Rock County speak well for the economy of the City and resident access to employment opportunities. County and non-profit programs (i.e. church groups, foundations, etc.) to support families, particularly single parent families, and children also help to combat poverty levels.

EDUCATIONAL ATTAINMENT

A good indicator of the quality of life in a community is the educational attainment of its residents. Generally, a high level of educational attainment reflects a skilled population with higher earnings potential.

Based upon mean scores reported in the nation, Wisconsin students scored highest on the American College Test (ACT) in 2001-02 and again in the 2002-03 school year. In 2002-03, Evansville students had an ACT composite score of 21.6 compared to the state average of 22.2 and the National Average of 20.8. On the Wisconsin Knowledge and Concepts Examinations (WKCE) given in fourth, eighth and tenth grade covering math, science, reading, language arts, science and social studies, Evansville students consistently rank in the top 15th to 16th percent of students taking the tests in the state. The Evansville School District Scores have consistently been above the county and state average scores on the WKCE assessments.

Figure 2 illustrates the level of educational attainment for persons age 25 and over in Evansville and Rock County in 2000. It is apparent that the City population is very well educated. These figures are consistent with information from previous decades reported by the Census.



SOURCE: 2000 U.S. Census

EMPLOYMENT AND ECONOMIC FORECASTS²

Historically, Rock County has had a stable local economy with employment rates that were comparable to state and national figures.

Demographic factors are a key driving force in any long-term projection. The growth rates of the population and changes in its composition have considerable impacts on the labor force, the unemployment rate, housing demand, and other spending categories. The population projections used in the U.S. economic forecast are based on the U.S. Census Bureau's "middle" projection for the U.S. population. This projection is based on specific assumptions about immigration, fertility, and mortality rates. The national fertility rate (the average number of births per woman upon completion of childbearing) is expected to rise from its current level of 2.0 to about 2.2 in 2025. Life expectancy for men and women will rise steadily from 74.1 and 79.8 years in 1999 to 77.6 and 83.6 years in 2025, respectively. Net immigration (including undocumented immigration) is estimated to fall from 960,000 persons in 1999 to 918,000 in 2025.

The age distribution of the population is also an important part of the long-term outlook. As baby boomers begin to retire, the share of the U.S. population aged 65 and over will jump from 13% in 2010 to nearly 19% by 2025, pushing outlays for Social Security, Medicare, and Medicaid higher. In addition, the growth rate of the working-age population will slow by more than that of the overall population. After increasing 1.1% annually over the past 25 years, the population aged 16 to 64 will grow 0.8% per year during 1999-2014 and just 0.2% per year thereafter.

Wisconsin total population growth is expected to average 0.4% annually from 2001 to 2025, a rate slightly below the 0.6% average from 1975-2000. Compared to the U.S. projected growth of

² Much of the information used to develop this section was from the Wisconsin Department of Revenue Long-Term Economic Forecast, 2001.

0.8% over the same period, Wisconsin is expected to continue the long-term trend of slower population growth than the nation as a whole. The adult population (those over the age of 17) in Wisconsin grew at an average annual rate of 1% over the past 25 years, but is expected to grow by 0.5% per year from 2001 to 2025. Also similar to U.S. demographic trends, the aging population in Wisconsin (those 65 and over) is projected to grow at an average annual rate of 2% for the next 25 years, including 3% per year after 2010. The aging population in Wisconsin grew at an annual rate of 1.3% per year from 1975 to 2000.

A key feature of the population projection that is very problematic for growth of the Wisconsin economy and the local economy in Rock County is the prospect for a decline in the working age population after 2011. Statewide, the population aged 16 to 64 is projected to grow at an annual rate of 0.6% from 2000 to 2011, but will then decline at an annual rate of 0.4% from 2012 to 2025. The working age population grew at an annual rate of 0.9% from 1974 to 1999. The growth of the working age population has a profound effect on the growth of the labor force and employment.

Because of demographic shifts that will play out as baby boomers age and reach retirement, labor-force growth is expected to slow sharply over the next 20 years. First, increases in female participation will taper off, if only because the participation rates for many female age groups are approaching those of males. Also, over time, a growing share of the population will reach retirement age, when the participation rate falls to about 12%. As a result, the Wisconsin labor force is expected to expand by 1.3% per year between 2000 and 2005, 0.8% per year from 2005 to 2014, and by only 0.4% per year from 2015 to 2025. Overall labor-force participation is expected to fall as the population progressively moves into age groups with lower participation rates.

The overall dependency ratio (the ratio of those not in the labor force to those who are) will continue to decline for most of the next quarter-century, falling from 1.00 in 1989 to 0.91 by 2010, before rising to 1.01 by 2025. This ratio peaked at 1.65 in 1962, just after the crest of the baby boom. Clearly, the working population will *not* have to support proportionately more non-workers in the next 25 years than it has in the past. However, this assessment does not account for workers who support elderly parents and other retired workers.

There will be a change in the mix of non-workers, however, especially towards 2025. While the share of the population aged 65 and over has risen dramatically over the last two decades, the ratio of the number of elderly to the number of workers has so far remained stable. There were 24.4 persons aged 65 and over for every 100 persons in the labor force in 1971, versus 24.8 in 2000. This ratio should decline to 24.3 by 2006, but then jump to 27.9 in 2014 and to 37.6 by 2025, by which time most baby boomers will be of retirement age.

In summary, the United States, Wisconsin and Rock County are expected to post markedly slower economic growth over the next 25 years than during the past quarter-century. The prime causal factors for this slowdown are already in place: labor force growth constrained by demographic forces that cannot be quickly reversed and relatively moderate growth of the capital stock.

For the City of Evansville, these indicators are important because they may impact the quality of life for residents living in the City. Furthermore, these key economic indicators provide a gauge

for the City's ability to support additional commercial and industrial development over the next 20 years.

Over the 20-year planning period, industrial and commercial expansion is anticipated and being planned with supporting infrastructure in the City of Evansville. Economic prosperity will be closely linked to local TIF districts and industrial parks. To help ensure economic prosperity, implementation strategies are provided in the Economic Development Element of this Plan.